

<i>SERFF Tracking Number:</i>	<i>UHLC-127933177</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50578</i>
<i>Company Tracking Number:</i>	<i>BA25138ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/BA25138ST</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127933177 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50578

Sub-TOI: MS08G.001 Plan A 2010

Filing Type: Advertisement

Co Tr Num: BA25138ST

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Bobbie Walton

Disposition Date: 01/05/2012

Date Submitted: 12/28/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: BA25138ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 01/05/2012

State Status Changed: 01/05/2012

Created By: Michelle Ambach

Corresponding Filing Tracking Number: BA25138ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

The website GoLong.com referenced in the letters, is in the final stages of development. Until the site is completed, filed, and approved by the State of prospective customers who enter the GoLong.com address into their browser will link to the Arkansas approved interim landing pages, WB25343ST, WB25344ST, WB25125ST (9/11), which were approved on 9/29/2011 under SERFF tracking number UHLC-127624787. These landing pages offer the user the

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Plans 2010
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opportunity to request product information to be sent to them, and/or they can click a link that will take them to aarpmedicareplans.com, where more product information is available.

The enclosed materials will be utilized with the following which were approved by the Department on 11/5/09, under State Tracking number 43459 .

Standardized Medicare Supplement Certificates: MDA 0001 – MDN 0007 (Mass Marketed)
Standardized Medicare Select Certificate: MDSC 0008, MDSF 0009 (Mass Marketed)
Plan Benefit Tables: BT25 – BT33
BT002 ST AB, CF, KLN
BT002 ST CCSelect,
BT002 ST FFSelect
Plan Overviews: POV3, POV4
Rules & Disclosures: RD4, RD5
Premium Rate Pages: MRP0001 (Med Supp), MRP0002 (Med Select) - - (All Non-Agent Marketing Channels)
MRP0003 (Med Supp), MRP0004 (Med Select) - - (All Marketing Channels)

The following enrollment application(s) will be used with the enclosed advertising material(s) approved by the Department on 11/13/09 under State Tracking Number 43696: M75146IMMMAR01 01B, M92942MNMAR01 01B ,M94140MNMAR01 01B ,S75646IMMMAR01 01B,S93042MNMAR01 01B, S94340MNMAR01 01B.

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA25014AR which was approved by the Department on 11/3/09 under State Tracking Number 43646.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
185 Asylum Street	Group Code: 707	Company Type: Life and Health
Hartford, CT 06103	Group Name:	State ID Number:

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Plans 2010
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(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$300.00
Retaliatory? No
Fee Explanation: \$50 x 6 = \$300
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$300.00	12/28/2011	54877053

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/05/2012	01/05/2012

SERFF Tracking Number: UHLC-127933177 *State:* Arkansas
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Company Tracking Number: BA25138ST
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Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
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Disposition

Disposition Date: 01/05/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes
Form	ADVERTISING	Filed-Closed	Yes

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Project Name/Number: ADVERTISING/BA25138ST

Form Schedule

Lead Form Number: BA25138ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Status							
Filed-Closed 01/05/2012	BA25138S T	Advertising	ADVERTISING	Initial		45.000	BA25138ST.pdf
Filed-Closed 01/05/2012	BA25139S T	Advertising	ADVERTISING	Initial		45.000	BA25139ST.pdf
Filed-Closed 01/05/2012	BA25140S T	Advertising	ADVERTISING	Initial		45.000	BA25140ST.pdf
Filed-Closed 01/05/2012	OA25134S T	Advertising	ADVERTISING	Initial		45.000	OA25134ST.pdf
Filed-Closed 01/05/2012	OA25135S T	Advertising	ADVERTISING	Initial		45.000	OA25135ST.pdf
Filed-Closed 01/05/2012	OA25136S T	Advertising	ADVERTISING	Initial		45.000	OA25136ST.pdf




Serenity can take 10 minutes

YOUR DECISION GUIDE

Dear [Sample A. Sample], here's the information you need to choose the AARP® Medicare Supplement Insurance Plan that's right for you | **GO LONG™**

MEDICARE



HEALTH INSURANCE

AARP

Medicare Supplement Plans
insured by UnitedHealthcare Insurance Company

MEMBERSHIP ID

0000000000-00

[SAMPLE A. SAMPLE]

[1-866-434-5665]
[GoLong.com]



If it's worth doing,
it's worth doing right

YOUR DECISION GUIDE

Dear [Sample A. Sample], here's the information
you need to choose the AARP® Medicare Supplement
Insurance Plan that's right for you | **GO LONG™**



[1-866-434-5665]
[GoLong.com]

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

BA25139ST



More than [2.9 million] members* and growing

YOUR DECISION GUIDE

Dear [Sample A. Sample], here's the information you need to choose the AARP® Medicare Supplement Insurance Plan that's right for you | **GO LONG™**



[1-866-434-5665]
[GoLong.com]

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

*infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," [December, 2010], www.uhcmembersstats.com or call 1-800-523-5800 to request a copy of the full report.

BA25140ST



AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
(UnitedHealthcare Insurance Company of New York for New York Residents)
P.O. Box 1017, Montgomeryville, PA 18936-1017
Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSR
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Sample A.Sample
1234 Main Street
Apt. 56
Anytown, USA 12345
CODE XXXXXXXX

HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Designed to help you choose the AARP® Medicare Supplement Insurance Plan that's right for you.

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

0A25134ST

There are no shortcuts
when you build it to last | GO LONG™

FPO

AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
(UnitedHealthcare Insurance Company of New York for New York Residents)
P.O. Box 1017, Montgomeryville, PA 18936-1017
Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Sample A.Sample
1234 Main Street
Apt. 56
Anytown, USA 12345
CODE XXXXXXXX

HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Apply now for your earliest plan start date.

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

0A25135ST



AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
(UnitedHealthcare Insurance Company of New York for New York Residents)
P.O. Box 1017, Montgomeryville, PA 18936-1017
Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Sample A.Sample
1234 Main Street
Apt. 56
Anytown, USA 12345
CODE XXXXXXXX

HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Apply now to start getting help
with some of the costs not paid by Medicare.

AARP® | **Medicare Supplement Plans**
insured by **UnitedHealthcare**
Insurance Company

0A25136ST

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed-Closed	Date: 01/05/2012
Comments:		
Attachment:		
65+ Full file SOV.pdf		

STATEMENT OF VARIABILITY

BROCHURE : BA25138ST, BA25139ST

Variable	Description
[Sample A. Sample]	The Name of the individual to whom we are mailing this letter
[1-866-434-5665]	[1-866-434-5665] is the customer service phone number used for this campaign and will not vary.
[GoLong.com]	[GoLong.com] is the website used for this campaign and will not vary.

BROCHURE: BA25140ST

Variable	Description
[Sample A. Sample]	The Name of the individual to whom we are mailing this letter
[1-866-434-5665]	[1-866-434-5665] is the customer service phone number used for this campaign and will not vary.
[GoLong.com]	[GoLong.com] is the website used for this campaign and will not vary.
Footnote: [December, 2010]	[December, 2010] is the current date of when the study was conducted.

Outer Envelopes: OA25134ST, OA25135ST, OA25136ST

Variable	Description
Sample A.Sample 1234 Main Street Apt. 56 Anytown, USA 12345 CODE XXXXXXXX	The Name, Street Number, Street Name, City, State, and Zip Code of the individual to whom we are mailing this letter